



Using Leverage to Make More, Work Less & Live More

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These secrets are have helped me, my customers and my millionaire mentors to make more while working less. I look forward to hearing how you use them to do the same and live more!

Don't put it off – start today, right now!



1. Your Ideal Leverage Points – Pareto Principle

What are your strong points?

What are your weak points?

What do you Love doing?



What do you Hate doing?

What do you spend a lot of time doing?

Now choose ONE item to leverage, make sure it gives you maximum result for minimum effort.

Complete the process and then start to Leverage other opportunities you have found.



2. How will you Leverage this?

Write your exact outcome:

(What are the specifics? Is it measured in customer satisfaction, leads generated, income generated, what are the details?)

How will you measure it?

(Testimonials, online statistics, database growth, profits?)



Who will track this and how often?

(Who will review the tracking, and when will they review it?)

What does an amazing result look like?

(How can this transform your business?)

How can you multiply this?

(How can you improve this result by a factor of 10?)



3. Leverage Specifics – Analyse

What parts of this are High Skill?

(Sales / Marketing / Technical Skills / Professional Skills)

What parts of this are Low Skill?

(Administration / Manual Documented Tasks / Simple Labour)

What parts are automated (or could be)?

(Back End Systems / Email Marketing / Online Sales Funnel)



What from High Skill / Low Skill could be Automated?

What does your business specialise in?

What are you doing that would be better outsourced?



4. Leverage Specifics – Details

Now document the details for each part of the task – (High / Low / Automate). If parts are outsourced to experts (e.g. Press Releases) then details of outcomes are important but the HOW can be handled by them.

With outsourcing sales and marketing you can pay on performance (commission only, affiliates etc.) and so if they don't get a result – you don't pay.

For low skill or automated tasks remember these need to be documented well so that they can either be picked up and done by anyone (low skill) or set up to run automatically.

Have regular reviews to make sure that the leveraging is getting results, and performing in your business to make you more, while working less.

Finally make sure you set a review date and schedule it in your calendar to review the overall Leverage project.

All the best with your Leverage, and I'd love to hear how you get on,

Andrew.